

# Scintilla



## Digital Landscapes

A pre-purchase perspective

June 2024



# Today's Agenda

## Introducing: Digital Landscapes

10 min

## Solution details

10 min

- Product overview
  - Source of traffic
  - Conversion funnel insights
  - Peak traffic
  - Share of sessions

## Appendix: Additional Information

## Introducing: Scintilla Digital Landscapes

Discover how customers search and shop for your products

What happens **before** a customer makes a purchase? Digital Landscapes explores that journey to help you inform your customer acquisition strategy.

It's powered by **pre-purchase behavioral data** from Walmart.com and the Walmart mobile app that can reveal meaningful insights, like how customers enter your sales funnel and where they might fall out of it, so you can uncover new ways to attract them and grow your business.



# Before and after: A crucial combination of purchase data and insights with Scintilla



### New: Pre-purchase perspective

**Digital Landscapes** helps you understand how potential customers can be more effectively converted by lending visibility into where, when, and how they search and shop—even if they don't make a transaction.



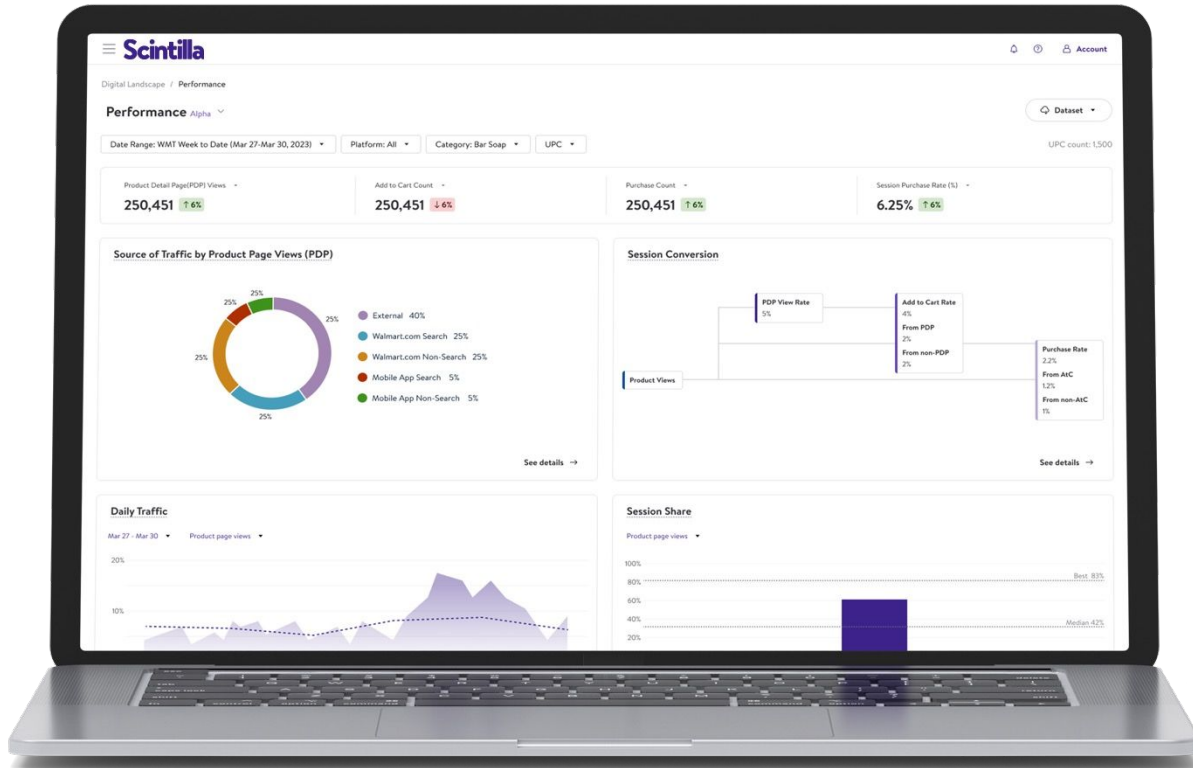
### Post-purchase analysis

**Shopper Behavior** focuses on transactional data after a customer makes a purchase, so you can delve into their shopping habits like basket-building and switching.

Leverage **Customer Perception** to gain feedback and insights from verified Walmart shoppers. Ask them about their likes, dislikes, gauge their brand loyalty, and more.

## Digital Landscapes Dashboard

Experience a big-picture view of how customers shop for your products while also zeroing-in on details that can help you answer key business questions



Where are potential customers most likely to come from?



What does my conversion funnel look like?



When are my potential customers in-market?



How are my products performing?

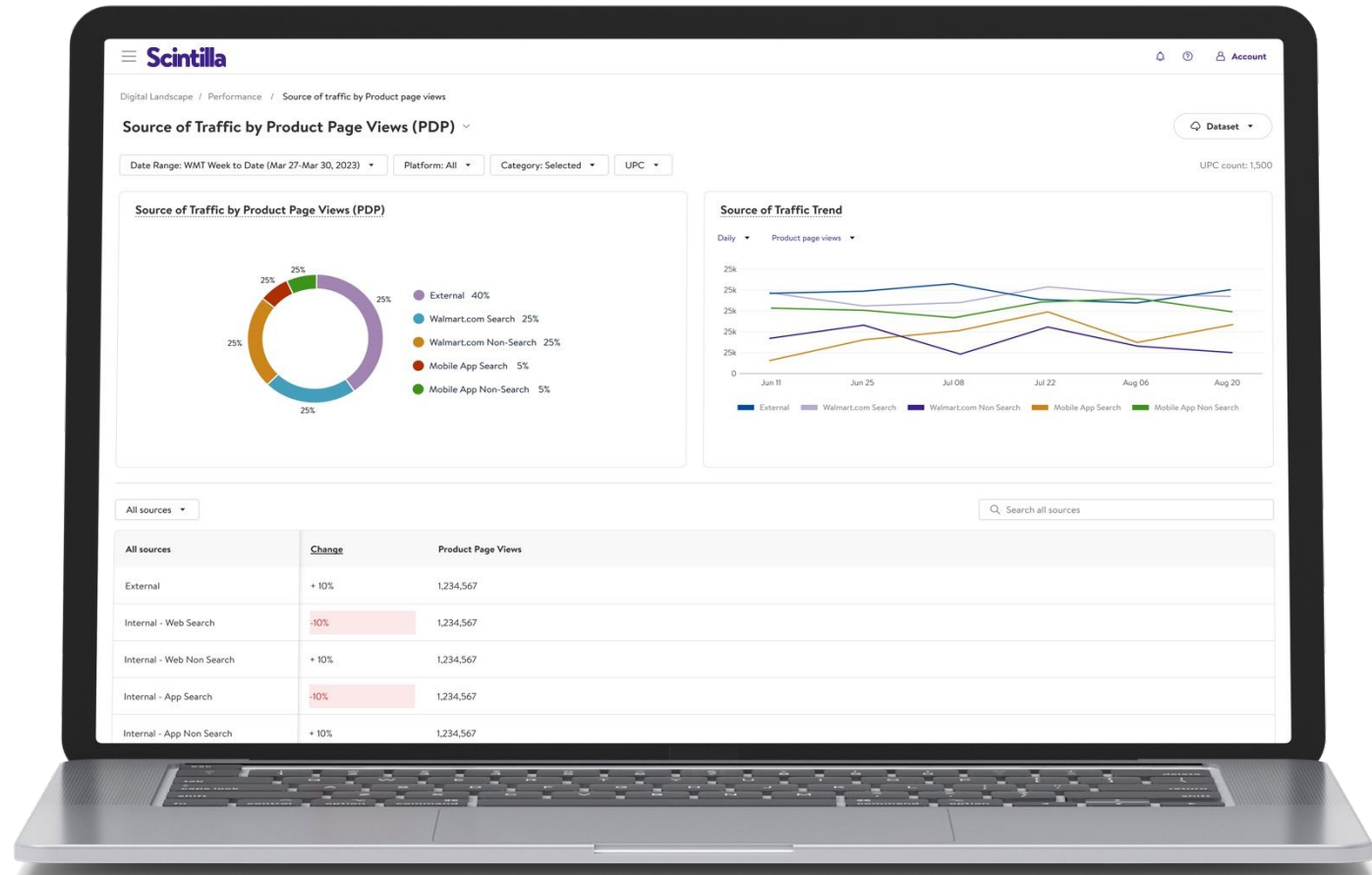
## Insights revealed: Source of traffic

### Business questions answered:

- Where do my potential customers come from?
- How should I allocate my digital ad spend?

### Understand your mix of five key traffic types:

- External
  - Walmart.com search
  - Walmart.com non-Search
  - Walmart app search
  - Walmart app non-search
- 
- **Search traffic** comes from Walmart.com
  - **Non-search traffic** refers to shoppers who navigate Walmart.com and the mobile app by clicking on product display pages
  - **Track changes** in your traffic mix over time to understand the impact of new ad strategies



## Insights revealed: The conversion funnel

### Business questions answered:

- What does my conversion funnel look like?
- Where are customers abandoning their cart?



#### Understand the customer's journey as they:

- Discover (product page views)
- Consider (add to cart)
- Convert (purchase)

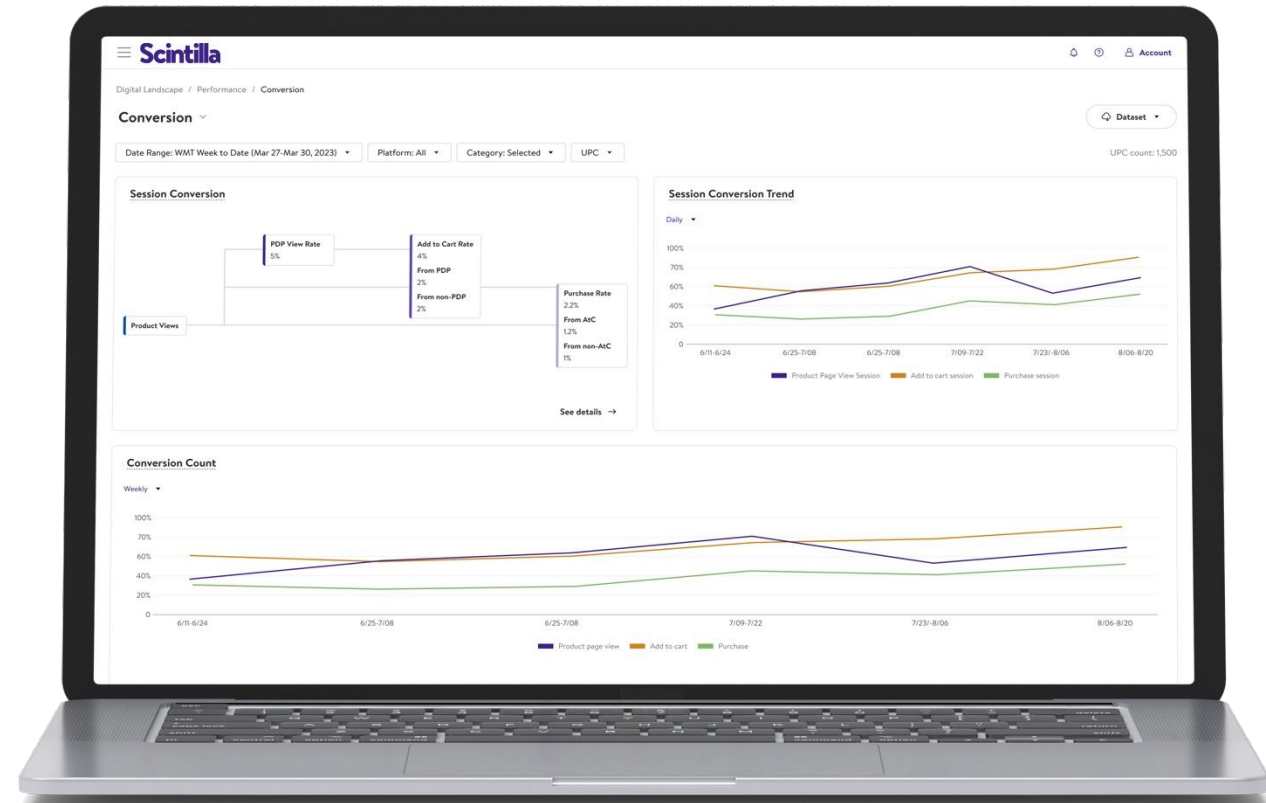


#### Diagnose high-leverage areas for funnel improvement at the start or end of the path to purchase

- *Examples: increase Product Detail Page views, reduce attrition while in-cart, and more*



#### Track funnel performance over time to understand how and where your efforts make an impact



## Insights revealed: Daily traffic

### Business questions answered:

- When are my potential customers in-market?
- What days should I prioritize ad spend?



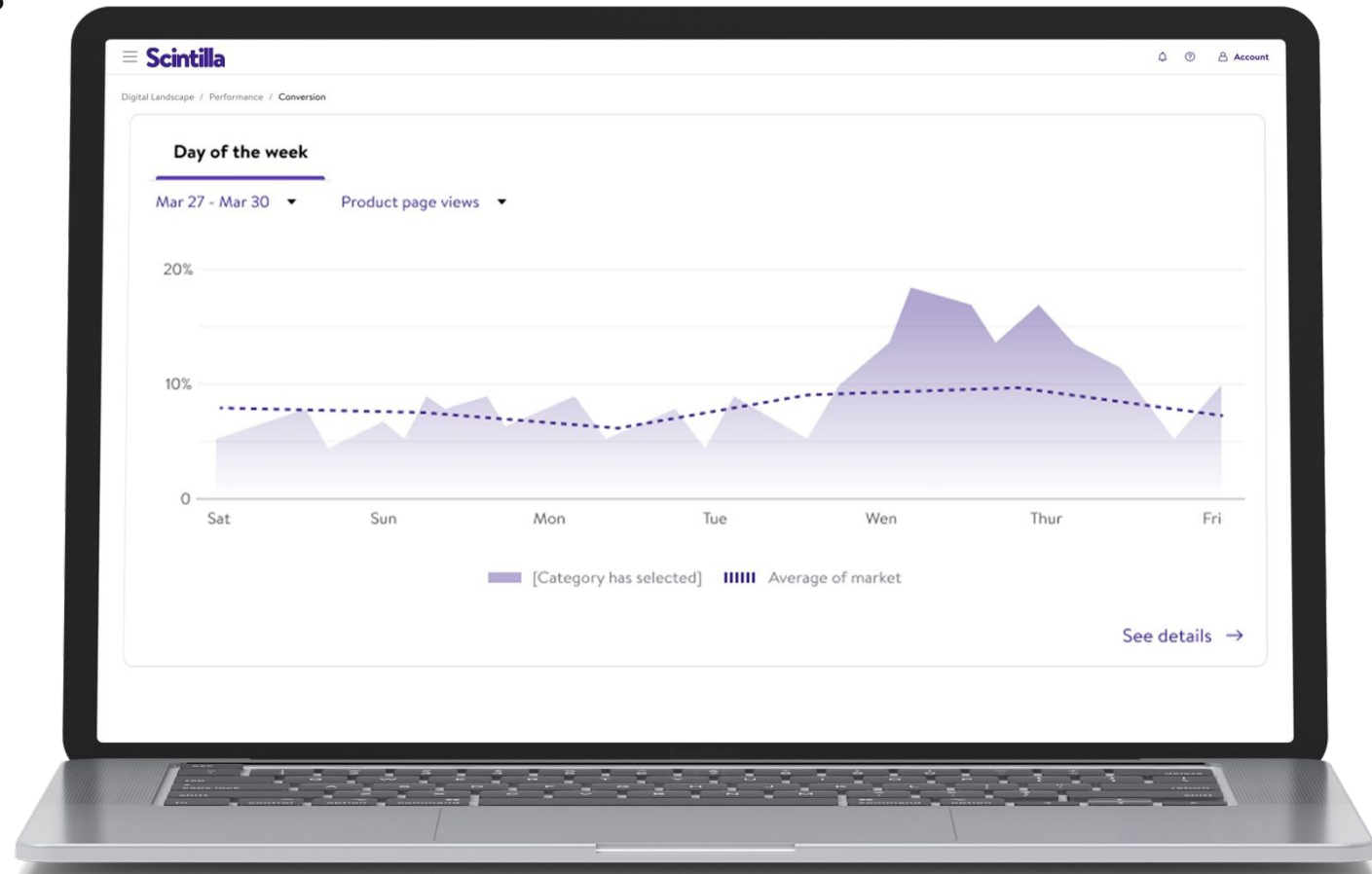
**Understand** cycles and trends in customer demand



**Identify** days when customers are most likely to convert, and tailor marketing efforts accordingly



**Compare** your peak traffic rhythms with the market average to identify behaviors unique to your customers





## Insights revealed: Session share

### Business questions answered:

- How are my products performing compared to the category at large?



**Understand** what share of all user sessions included:

- Page views of your products
- Cart additions of your products
- Purchases of your products



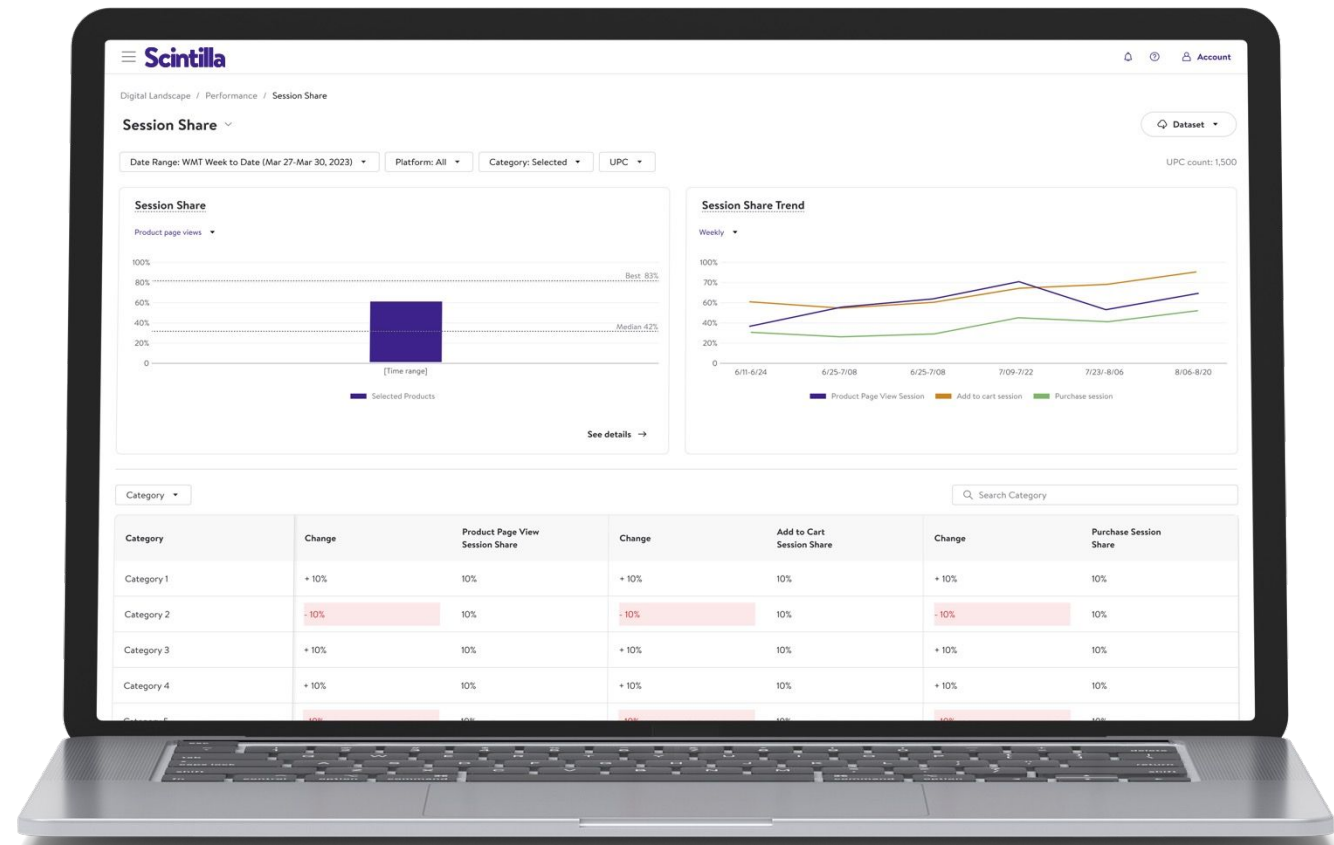
**Benchmark** your performance in your category:

- vs. category best performance
- vs. category median performance



**Track** your performance over time to confirm improvement or identify softening demand:

- Investigate large differences between Product Detail Page and purchase count/rates to identify conversion opportunities and gaps



# Appendix

### Digital Landscapes Beta test disclaimer

Please note that Digital Landscapes is currently in Beta testing.

This means that Digital Landscapes:

- Is considered a Beta Service under the Master Service Agreement
- Is not currently a full-featured product and we may update Digital Landscapes to remove or update features before it becomes Generally-Available
- Is provided “as-is” and is not covered under any warranties or Service-Level Agreements
- May have risks associated with its use; use at your own risk
- May contain product bugs or technical issues that can result in data loss
- Is restricted from third party access during the beta test; access will be granted to third parties during subsequent release periods.

We value your feedback and invite you to share it early and often; however, we cannot guarantee that each piece of feedback will be actioned.

Please note that Digital Landscapes is still in the Beta testing phase and as such is considered a “Beta Service” under your Scintilla Master Services Agreement. By using it, you understand and accept the risks associated with using beta software. Until such time as Digital Landscapes leaves the Beta testing phase and becomes “generally available”, it is provided “as-is” with no warranties and it is NOT covered as a part of any service level agreement that may apply to Scintilla. We are working hard to improve it, but we can’t guarantee it will be perfect or bug-free. You should not use Digital Landscapes for production purposes until it becomes “generally available” and your use of Digital Landscapes is at your own risk, including the risk of any data loss. We reserve the right make changes to Digital Landscapes as a result of the beta testing without notifying you of such changes and may suspend access or remove features or functionality of Digital Landscapes as we deem necessary. We value your feedback so if you encounter any issues or have suggestions for improvement, please let us know. However, we’re not obligated to act on every suggestion or fix every issue.

### Features under consideration for future release

- **Search insights:**
  - Search keyword insights
  - Top keywords
- **Digital basket insights:**
  - Abandonment rate
  - Impact of out-of-stock products
  - Items considered together during session
  - Average basket value
  - Average item lifetime in basket
- **Customer insights:**
  - New vs. returning customers
  - Identify customers who browse / search online but purchase in store
- **Custom product groups**

*Features are currently being explored for future release and may change*